

From the Director General's Desk



Smt. V. Usha Rani, IAS
Director General

MANAGE has recently started an Agribusiness Incubation Centre. This was initiated to give different business ideas to youth to start a business in agriculture. Farmers require a variety of advisory services, marketing support, agricultural inputs, credit facilitation, processing and value addition. There are enormous business opportunities in agriculture.

The Incubation Centre focuses on agriculture and allied aspects like agri input, ICT in agriculture, animal husbandry, nutrition and health, dairy, postharvest and processing, farm mechanization, precision farming, supply chain management, fisheries, sustainable agriculture and warehouse management. Infrastructure, capacity building, technical and business mentoring, regulatory and advisory services, IPR facilitation, networking, and funding facilitation are among the few services offered by the Incubation Centre.

Our Incubation Centre will guide rural youth, on starting a business in agriculture, sensitize to different business opportunities prevailing in the agriculture sector, share success stories of rural youth who have effectively initiated and implemented their businesses, innovations and technologies developed at different research institutes in India. Thus, our Centre will work as a

Knowledge Incubation Centre, imparting knowledge, ideas and also linking financial institutions for starting or scaling-up the business.



(Smt. V. Usha Rani, IAS)
Director General

In this Issue

- MANAGE AC&ABC Incubation Centre
- Hon'ble Minister for Agriculture, Government of Kerala visits MANAGE
- Korean Team Visits MANAGE
- Workshop on Corporate Social Responsibility for Agricultural Development
- Sustainable Information Resource Center (SIRC)
- MANAGE Directors at AESA Governance Board meeting
- District Pest Management Plan (DPMP) – Blending Technology with Extension
- Impact Evaluation Design for Climate Resilient Zero Budget Natural Farming Program of Rythu Sadhikara Samastha (RySS)
- Brainstorming Workshop on National Soil Health Management Policy
- Management of Climate Change for Sustainable Production Systems in Agriculture
- Extension PLUS: Practicing beyond Transfer of Technology
- Digital Media Innovations in Extension
- Social Media in Agricultural Extension

MANAGE AC&ABC Incubation Centre



Day on 12 June 2017. The Selection Committee evaluated the proposals based on selection criteria and finally nine business proposals were selected to take them under the Incubation program 2017. A Business Incubation Workshop was organized during 13-15 June 2017 to sensitize candidates about the nitty-gritty in agribusiness.

Innovativeness is one of most essential criteria considered under the Incubation Program. However, most of youth/women/individuals aspiring to start agribusiness do not have innovative ideas. They see the prosperity of the

The Incubation Centre was inaugurated at the National Institute of Agricultural Extension Management (MANAGE) by Shri Shobhana Pattanayak, IAS, Secretary, Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India on 12 August 2016 in the presence of Shri. Raghvendra Singh, IAS, Additional Secretary (Extension), Shri. Kumar Sanjay Krishna, IAS, Additional Secretary & Financial Advisor, Shri Dinesh Kumar, IAS, Joint Secretary (IT, Extension and Policy) and Smt. V. Usha Rani, IAS, Director General, MANAGE.

Initially, the Incubation Centre was started with a view to encourage students of PGDM(ABM) program at MANAGE to join the entrepreneurial journey. Now, it is extended for every individual interested to start or expand business in agriculture. The Agri Clinics and Agribusiness Centre (AC&ABC) Scheme, a Central Government Scheme, is unique in terms of providing entrepreneurial training to agri-graduates. Trained candidates of AC&ABC are provided with necessary handholding support at the Incubation Centre, to take their business to the next level.

In April 2017, an Incubation Program – 2017 was initiated to take the first batch of Incubatees at MANAGE AC&ABC Incubation Centre. Business Proposals were invited from interested candidates who sought Incubation support. In total 50 candidates submitted their business proposals. Among them the top 15 proposals were selected to pitch their Business Ideas. They were called to MANAGE on Pitch

farming community in and around them due to involvement in business activities and wish to start the same. For them, a Membership Scheme was initiated wherein enrolled members would be facilitated with all business support services available at MANAGE AC&ABC Incubation Centre.

For Members enrolled in the Incubation Centre, a “Workshop on Accelerating Agribusiness” was organized to orient them to different functionalities of agribusiness. Established entrepreneurs shared their experiences during the journey of ideation to expansion of the business.

The Incubation Centre, provides facilities like Infrastructure, Capacity Building, Technical and Business Mentoring, IPR facilitation, Legal advisory services, Networking and Funding support, etc. The Centre is linked with different business associates for providing various business support services under one umbrella.



Some of the Incubatees



On 24 August 2017, Dr. Gauthaman Ramasamy, Data2Sense, incubatee at MANAGE AC&ABC Incubation Centre, launched an application “Kultivate”. Kultivate is an innovative software platform which aims to facilitate “Easy Extension for Everyone”.

Kultivate can be used by progressive farmers, private consultancies, SAUs, ICAR institutes, KVKs, contract farming companies, hatcheries to provide personalized crop advisory to their client farmers, supply farm inputs, hire machinery, labor, procure produce. Kultivate's produce traceability module facilitates value addition to the farmers produce. Kultivate helps them with certifications.

Another Incubatee, Mr. Ramchandra Appari, Green Morning Horticulture Pvt. Ltd., launched a website “<http://greenmorning.in/>”. They are into development of sustainable agriculture through tree transplantation services.

As trees and forests are being cleared away with the expansion of housing colonies, mushrooming of industries, the issue of ecological imbalance is becoming a cause for concern. Green Morning strives to outweigh the lowering number of trees through Tree Plantation services.



Mr. Vaibhav Sharma, Vraksh Agrotech Pvt. Ltd., launched an Application “AgriTalk”. This is a social professional networking and communication platform for agriculture and farming related information and knowledge sharing.

AgriTalk brings together government, private organizations, educational institutions and students to share information and knowledge about agriculture and farming practices. it aims to connect farmers directly with the industry experts, government, organizations and others.

MoU with IIIT

MANAGE signed an MoU with IIIT-Hyderabad for a joint Agri-Tech Startup Accelerator Program. The Programme will identify, support and facilitate idea-stage enterprises using latest technologies and innovations to solve agriculture specific issues. A Startup working in AgriTech will be accelerated through this program.



Smt. V. Usha Rani, IAS, Director General, MANAGE and Dr P J Narayanan, Director, IIIT-Hyderabad exchanging MoU

Hon'ble Minister for Agriculture, Government of Kerala visits MANAGE

Shri. S.V. Sunil Kumar, Hon'ble Minister for Agriculture, Government of Kerala, visited the National Institute of Agricultural Extension Management (MANAGE) on 10th July 2017. He interacted with Faculty on the role of MANAGE in improving the agriculture system with specific reference to ongoing activities, partnership programs and training programs in Kerala.



Hon'ble Minister in an interaction with Director General, MANAGE and Faculty

Korean Team Visits MANAGE



Senior Officials of Korean European Coordination and Cooperation Agency (KECCA) including the Liaison Officers of both concerns Worldwide (unit 3) & Welthungerhilfe (formerly German Agro Action) visited MANAGE on 13th July, 2017.

Smt. V. Usha Rani IAS Director General, MANAGE along with faculty interacted with the team. The main objective of the visit was to get an overview on the drought resilience agriculture models and to develop an understanding on Food Security and Social safety net program for the poor in India.

Workshop on Corporate Social Responsibility for Agricultural Development



A National Workshop on "Corporate Social Responsibility for Agricultural Development" was organised by MANAGE in collaboration with Birla Institute of Management Technology during 4-5th July, 2017 at MANAGE, Hyderabad, with an overall objective of providing space for Corporates, NGOs, Academia, State Department of Agriculture and allied Sectors for leveraging Corporate Social Responsibility (CSR) funds for Agricultural Development. A total of 48 delegates representing international and national institutes, State Agriculture and allied Departments, KVKs, Corporates, NGOs etc., from 15 states participated in the Workshop.

Sustainable Information Resource Center (SIRC)



Improved access to relevant information using Information and Communication Technology (ICT) will help farmers make timely decisions in respect of adoption of technology, package of practices, price discovery etc. The Animal Husbandry sector has a unique institutional arrangement in the form of veterinary clinics or dispensaries at grassroots level, the potential of which can be very well utilized to disseminate livestock related information to farmers.

In view of the above, the MANAGE Center for Extension in Agri-Allied Sectors has developed a software under the pilot project entitled “Development of ICT Enabled Sustainable Information Resource Centre (SIRC) for Animal Husbandry” to address the changing information needs of livestock farmers. The basic concept of SIRC is to supplement and complement the potential of animal husbandry institutions with the help of modern ICT tools. Comprehensive information on various aspects such as, information on breeds of livestock, scientific dairy farming, goat, sheep, poultry, pig farming, product processing, marketing, Govt. schemes and support etc. has been developed with local relevance using text, pictures, graphics and videos in the local language. A simple technology like Touch Screen Computer with a Display Unit offering some inter-activeness among the users, is developed and sustaining the interest of the user. The SIRC has been developed and installed at the Veterinary Dispensary, Bhongir in the form of a touch screen Information Kiosk. The SIRC has an inbuilt voice based feedback mechanism, which will be helpful for continuous updation of information.

MANAGE has signed MOU with P. V. N. R. Telangana State University for Veterinary Sciences, Hyderabad for development of SIRC and the software development is through outsourcing.

The SIRC was inaugurated on 21 July 2017, by Smt. V. Usha Rani, IAS, Director General, MANAGE; Smt. Anita Ramachandran, IAS, District Collector, Bhongir; Dr. K. Kondal Reddy, Registrar, P. V. N. R. Telangana State University for Veterinary Sciences, Hyderabad, Dr. Viroji Rao, Director Extension, P. V. N. R. Telangana State University for Veterinary Sciences, Hyderabad, and Dr. Madan Kumar, Divisional Assistant Director (DADO), Bhongir in the presence of around 100 farmers from Bhongir district. Successful implementation of SIRC will go a long way towards sustainable development in the animal husbandry sector. *(Project designed and implemented by Dr. M.A.Kareem, Head, Center for Extension in Agri-Allied Sector (EAAS) and Dr. Shahaji Phand, Assistant Director, EAAS)*



MANAGE Directors at AESA Governance Board Meeting



AESA Governance Group at Kathmandu, Nepal

Agriculture Extension South Asia (AESA) is part of a wider global network called GFRAS -Global Forum for Rural Advisory Services. The annual AESA Governance

Board meeting was organised at Kathmandu, Nepal during 24– 26th July 2017 to review the progress of national networks, share and validate the findings of the online capacity need assessment of AESA Network, and develop a capacity strengthening plan for AESA. Five countries namely India, Sri Lanka, Bangladesh, Pakistan and Nepal participated in this meeting. Dr P Chandrashekhara & Dr Saravanan Raj Directors from MANAGE and Dr Mahesh Chander from IVRI represented India. The governance board deliberated on the strategy for capacity development of AESA network, evolving a road map for filling capacity gaps and promotion of country fora.

District Pest Management Plan (DPMP) – Blending Technology with Extension



District Pest Management Plan (DPMP) is a pilot project jointly implemented by the National Institute of Plant Health Management (NIPHM), MANAGE and Department of Agriculture & Horticulture, Telangana State. The Project aims at focused extension efforts for filling the gaps in Pest Management at Farmers level. The pilot project is being implemented in Warangal (Urban) and Warangal (Rural) districts. Massive orientation has been carried out among Agriculture & Horticulture Department extension functionaries and farmers. Media

& ICT are extensively involved in reaching the farmers.

The project deals with major crops namely Paddy, Cotton & Chilli. As part of the programme, crop specific DPMP manuals have been prepared and distributed among stakeholders; regular SMS alerts in the vernacular language have been sent to more than 20,000 farmers. Biological Inputs such as Trichoderma Spp. and Pseudomonas have been distributed among farmers in selected villages.



Impact Evaluation Design for Climate Resilient Zero Budget Natural Farming Program of Rythu Sadhikara Samastha

A one day Brainstorming Workshop on “Impact Evaluation Design for Climate Resilient Zero Budget Natural Farming Program of Rythu Sadhikara Samastha (RySS)” was held at MANAGE on 31st August, 2017. The Workshop was conducted in collaboration with RySS”, Government of Andhra Pradesh and Azim Premji Philanthropic Initiatives (APPIs). There were about 45 participants from Andhra Pradesh, Maharashtra, Karnataka, Telangana and Delhi. Shri T. Vijay Kumar, IAS, (Retd) and Smt. V. Usha Rani, IAS Director General, MANAGE chaired the sessions.



Brainstorming Workshop on National Soil Health Management Policy

There is a strong need for conserving soil and land resources and preserving the natural ecosystem in equilibrium so that short-term exploitative measures on our soil resources do not jeopardize long-term sustenance of soil productivity and health. Improvement of soil health is indispensable for productivity of the agricultural system. This warrants regular monitoring of our soil and providing suitable technological interventions for maintenance of soil health. The National Mission for Sustainable Agriculture (NMSA) lays emphasis on conservation of natural resources and comprehensive soil health management practices.

In view of the above MANAGE and Ministry of Agriculture and Farmers Welfare, Govt. of India in collaboration with GIZ-NABARD are implementing a project on Soil protection and rehabilitation for food security in India ie. ProSoil in select locations in the states of Maharashtra and Madhya Pradesh. There are many policies and guidelines in India that indirectly address the protection of soil and its quality. However, none of these policies comprehensively emphasize soil health issues. This necessitates a paradigm shift to address the challenges to soil health in the country. In order to take a holistic view of our soil resources and put a National Soil Management Policy Framework in place, MANAGE and

GIZ organized a two-day National Brainstorming Workshop at MANAGE during July 20-21, 2017.

The main objective of the workshop was to formulate a Soil Health Policy in collaboration with GIZ. Dr. Ch. Srinivasa Rao, Director, NAARM, Dr. P. M. Ghole, CGM, NABARD, Dr. Indraneel Ghosh from GIZ, Scientists from various agricultural institutions and representatives of NGOs participated in the Workshop.

The workshop came out with an Approach Paper to the draft policy focusing on arresting further degradation of soil health, restoration and efficient management of soil health, developing Soil Information Services, strengthening the existing infrastructure, technologies and capacities of institutions involved in Soil Health Management.



Management of Climate Change for Sustainable Production Systems in Agriculture

Agriculture and climate change are inextricably linked. Climate change may adversely affect agricultural production and livelihood of farmers. Agriculture is, however, also part of the solution, offering promising opportunities for mitigating Green House Gas (GHG) emissions through carbon sequestration, better soil and land use management, and increased biomass production. A key element in coping with climate change is providing timely climatic information, forecasts, adaptive technology innovations, or markets, through extension and information systems and continuous education of farmers to adapt to the changing climatic conditions.

Keeping this in view, MANAGE organized a training program on Management of Climate Change for Sustainable Production Systems in Agriculture during

August 16-18, 2017, for the extension functionaries, to promote a suitable production and management system for reducing risks and vulnerability of climate change. The specific objectives were to sensitize the participants on the impact of climate change on agriculture, mitigation and adaptation options and to make the participants understand and evolve effective planning and management systems for adaptation and mitigation of climate change.

Smt. V. Usha Rani IAS, Director General, MANAGE inaugurated the program and shared various good agricultural practices suitable in the context of Climate Change. She also advised the participants to prepare a block level contingency plan and sensitize the farmers to minimize the risk of Climate change based on the vulnerability of the area.

Extension PLUS: Practicing beyond Transfer of Technology

A training programme "Extension PLUS: Practicing beyond Transfer of Technology" was organized during July 5-7, 2017 with the objective of introducing recent concepts of Agricultural Extension and Advisory Services (AEAS) with focus on governance (pluralistic extension and innovation systems concept in agriculture and allied sectors); advisory methods using ICTs, digital and social media; fostering innovations in extension through incubation; and cross cutting themes like value chain extension, climate smart agriculture, credit linkage and convergence in extension and advisory services.



Digital Media Innovations in Extension

The training on "Digital Media Innovations in Extension" organized during July 26-28, 2017 familiarized trainees with recent trends in digital media and discussed good practices in use of digital media for agricultural extension with examples from major projects and experiences across the country. The trainees were introduced to different initiatives across the country and toolkits of digital media with hands-on training on their usage. Various practical examples of successful use of digital media in extension were also discussed by experts.



Research Study

Social Media in Agricultural Extension

MANAGE took up a study on Social Media in Agricultural Extension to find out the functions of social media in Agricultural Extension, determine the social media preference of the stakeholders; document success stories of social media among the stakeholders and to determine suitability and cost effectiveness of social media; organize and conduct training programmes and workshops for agricultural extension professionals to understand and use social media in a better way and to make policy recommendations based on the findings.

Some of the findings reveal that sharing information and exchanging knowledge was the major purpose of using social media. WhatsApp, Facebook and YouTube were the major social media platforms preferred by the respondents. Majority of the respondents feel that they need training in integration of different types of social media platforms. Over 95 per cent of the respondents agree that social media is useful in agricultural extension and using social media in agricultural extension would help obtain more feedback.

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